



Pharmacy and graphic design students working together to raise public awareness of critical health issues in Kenya, Africa.

Announcing Omnium's Latest Global E-Learning Project **Visualising Issues in Pharmacy**

<http://creativewaves.omnium.net.au/vip>

Pharmacy Phase: 2nd April - 19th May
Graphics Phase: 7th May - 23rd June

● WHAT IS THE VIP PROJECT ?

VIP is the first fully online international education initiative designed to link students and teachers in Pharmacy and Graphic Design departments from universities and colleges around the world. The project will challenge a diverse body of students and educators to address important global health issues by producing detailed research reports and subsequent visual communication campaigns for implementation in specific local hospitals and health centres in Kenya, Africa.

Over 50 pharmacy students and 50 design students will join forces for three months, with project convenors, teachers and special guests worldwide, to work in collaboration within a fully online learning environment. Participants will form valuable connections with colleagues in distant parts of the world, receiving regular feedback and support from peers, teachers and established professionals, using the Internet as their sole communication tool.

This unique and innovative approach to collaborative education, research and ethical debate aims to promote increased social awareness and proactive involvement worldwide amongst students, pharmacists, health organisations, graphic designers, professional bodies and education institutions.

● OVERVIEW OF HEALTH ISSUES TO BE EXPLORED THROUGH THE VIP PROJECT

VIP aims to increase public awareness of six health-related concerns identified as debilitating public health in many developing nations:

- **sexually transmitted infections**
- **chronic disease**
- **immunisation**
- **adherence**
- **malaria**
- **tuberculosis**

● SPECIFIED VIP PROJECT LOCATION - WINAM, KENYA

Winam lies in Kisumu, the provincial headquarters of Nyanza Province. The Nyanza Provincial General Hospital (NPGH) is a referral point for over 16 district hospitals in western Kenya, which each year deal with hundreds of abandoned patients. Reasons for abandonment can be related, amongst other things, to a lack of appropriate knowledge within the community to deal with certain diseases.

The VIP project aims to help raise awareness and knowledge within such communities, to ultimately reduce abandonment levels and reduce the reliance on the hospitals such as NPGH.

Written in collaboration between:



College of Fine Arts • The University of New South Wales • Australia
School of Pharmacy • University of Auckland • New Zealand

Produced, directed and hosted by:



www.omnium.edu.au

Currently in negotiations for support from:

- **Icograda** [International Council of Graphic Design Associations]
- **IEN** [Icograda Education Network]
- **FIP** [International Pharmaceutical Federation]
- **IPSF** [International Pharmaceutical Students' Federation]
- **Universitas 21** -
The Network for International Higher Education





● **HOW WILL THE VIP PROJECT TAKE PLACE?**

Phase One: Weeks 1-7
(April/May 2007)

PHARMACY RESEARCH

Phase one of the project will take place over a seven-week period and link over 50 pharmacy students and their teachers from a variety of universities and colleges around the world. Using the unique Omnium Software™ interface, participants will interact in small working teams of five (with each student in each team residing in a different global location) to explore one specific health related health issue from their own geographic settings and cultural perspective.

During this time, each team will be joined by an expert teacher/mentor to guide them through their working process. In addition, all the teams will be visited online by established professionals and educators to provide their own feedback and ideas to the work taking place. Each group will collectively work to produce a detailed research report and final brief for the graphic design students to begin working from.

Phase Two: Weeks 6 -12
(May/June 2007)

GRAPHIC DESIGN

Phase two will see over 50 graphic design students, also from a variety of universities and colleges around the world, join the project and initially link up with each pharmacy team for a period of two weeks. Having been briefed by the pharmacy students, who in effect will now be acting as clients, the designers will form similar working teams of five to progress their own visual concepts and interpretations for a further five weeks. The graphic design teams will explore their own collaborative working processes to define creative concepts that aim to visually communicate the health-related issues and promote awareness to the local community of Winam, Kenya.

● **WHAT ARE THE AIMS OF THE VIP PROJECT?**

The VIP project aims to:

- Challenge a diverse international body of students and educators to raise awareness of important global health issues through a series of detailed research reports and subsequent visual design campaigns for use in specific locations in developing countries.
- Realise World Health Organisation (WHO) initiatives for “Working Together for Health”, and align with International Pharmaceutical Federation (FIP) actions in sustaining the pharmacy profession in developing countries.
- Respond to agenda items identified by the International Council of Graphic Design Associations such as to raise the standards of design, professional practice and ethics and to contribute to design education-theory, practice and conduct.
- Extend Omnium’s reputation for high-level e-learning research together with its focus on practical online learning and teaching initiatives that aid communities in developing nations.

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